

2008-2009 INDIANA TRAVEL GUIDE REGIONAL ADVERTISING

2008-2009 Indiana Travel Guide Regional Advertising

The best way to reach visitors in the Indiana Travel Guide is through regional display ads. All regional advertising will be placed, following regional editorial, within the appropriate region.

Formatted display advertisers have the following new opportunities for the 2008-2009 Indiana Travel Guide.

- Full-page regional display advertisers will have the option of choosing between four different formatted display options. These options can be found on pages 5-8.
- All formatted display advertisers will receive online added-value in the form of a free listing in the Indiana Travel Guide and the appearance of that listing on VisitIndiana.com with a photo. This photo listing option will appear in the Trip Planner of VisitIndiana.com and is only available as an added-value to formatted display advertisers.
- For an additional \$500 fee, all formatted display advertisers will have the opportunity to change any or all elements within their 2008 Indiana Travel Guide ad for the 2009 Indiana Travel Guide reprint. This includes changing photos, copy, logo, headline, contact information, etc.

Size	Photos	Headline Word Count	Subhead Word Count	Body Copy Word Count	Caption Word Count	Logos	Notes	Price	VisitIndiana.com Bonus
Full-page OPTION 1	1	Up to 4 words	Up to 8 words	Up to 125 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo only. Top portion will be rectangular.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 2	2	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 3	3	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 4	4	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
2/3-page vertical	3	Up to 4 words	Up to 8 words	Up to 135 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$12,650	Photo listing on VisitIndiana.com within Trip Planner
Half-page horizontal	3	Up to 3 words	N/A	Up to 55 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$9,870	Photo listing on VisitIndiana.com within Trip Planner
1/3-page square	2	Up to 3 words	N/A	Up to 60 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo strip only. Top portion will be rectangular.	\$7,085	Photo listing on VisitIndiana.com within Trip Planner
1/6-page	1	Up to 3 words	N/A	Up to 20 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo only. Top portion will be rectangular.	\$4,000	Photo listing on VisitIndiana.com within Trip Planner


Regional advertisers are permitted to submit camera-ready artwork for advertising of two pages or more. For additional pricing options for camera-ready spreads larger than two pages, please contact your regional account executive.

Camera-ready regional advertisers will have the opportunity to change their artwork for the 2009 Indiana Travel Guide reprint. Regional advertising of two pages or more will be placed within the specified region.

Size	Bleed Size	Trim Size	Live Area	Price	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.125"	16.75" x 10.875"	15.75" x 9.875"	\$32,010	A one-month contest on VisitIndiana.com each year	Must allow a 1" gutter

Please contact your regional account executive for more information regarding artwork submission.
June 15, 2007, is the deadline for space reservations and artwork.

Example of full-page OPTION 1:



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DECATUR AND JENNINGS COUNTIES

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Greensburg
Decatur County, Indiana

Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447 • visitgreensburg.com
Request a brochure on page 146.

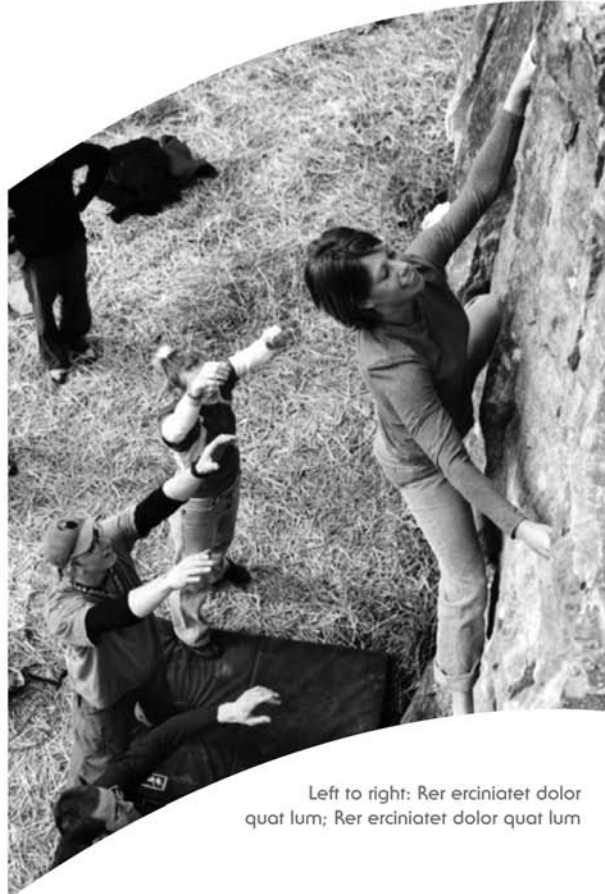
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Example of full-page OPTION 2:



Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447 • visitgreensburg.com
Request a brochure on page 146.



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DECATUR AND JENNINGS COUNTIES

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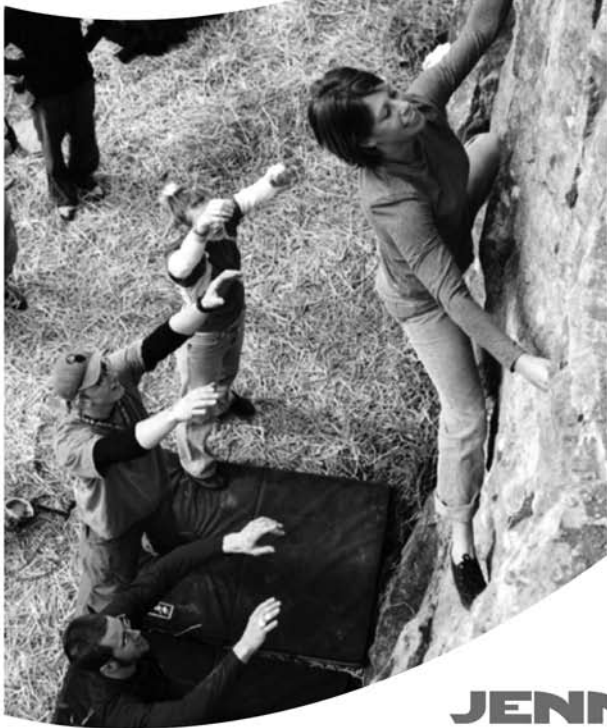
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Example of full-page OPTION 3:



Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447 • visitgreensburg.com
Request a brochure on page 146.



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DECATUR AND JENNINGS COUNTIES


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Example of full-page OPTION 4:



Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447 • visitgreensburg.com
Request a brochure on page 146.



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DECATUR AND JENNINGS COUNTIES


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Example of 2/3-page vertical:



Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447 • visitgreensburg.com

Request a brochure
on page 146.



Left to right: Rer erciniatet
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DECATUR AND JENNINGS COUNTIES

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Example of half-page horizontal:



Greensburg/Decatur County Tourism
232 N. Franklin St., Greensburg, IN 47240
877-883-5447 • visitgreensburg.com
Request a brochure on page 146.

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Example of 1/3-page square:




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SCENIC DECATUR COUNTY

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Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447
visitgreensburg.com
Request a brochure on page 146.

Example of 1/6-page:



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SCENIC DECATUR COUNTY

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Greensburg/Decatur County Tourism
232 N. Franklin St.
Greensburg, IN 47240
877-883-5447
visitgreensburg.com



Request a brochure on page 146.

2008-2009 Indiana Travel Guide

Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide, the Indiana freestanding newspaper insert, and the Travel Brochures section of VisitIndiana.com for 2008 and 2009. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Brochure artwork can be updated for the freestanding insert or on VisitIndiana.com. Each of these three programs generates two years' of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contract the advertiser directly via Web site and telephone. Brochure advertisers receive leads via e-mail.

PLACEMENT	DISTRIBUTION	CIRCULATION	PRICE PER YEAR
Indiana Travel Guide	2008-2009	750,000	\$4,785
Freestanding Insert	2008-2009	2 million	
VisitIndiana.com	2008-2009		

Travel Guide Listings and Grids:

Advertisers will be featured in the 2008-2009 Indiana Travel Guide, and as a bonus listed on VisitIndiana.com for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide, and information can be updated at any time for appearance on VisitIndiana.com. For listings only, one category is selected for inclusion in the Indiana Travel Guide. That same category will be used for VisitIndiana.com; however, advertisers may identify themselves as an agritourism product. These advertisers who meet the criteria will appear under their Travel Guide category and an agritourism category on VisitIndiana.com. The criteria is available on the listing order form provided by the regional account executives.

Type	Categories for Travel Guide	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping	20-word description	\$220
Lodging Grid	Hotel/Motel, Bed and Breakfast, Resort/Lodge, Cabins	24-grid categories and 20-word description	\$220
Campground Grid	Campgrounds	22-grid categories and 20-word description	\$220

Example of Listing:

EDINBURGH

SHOPPING

Edinburgh Premium Outlets
I-65 to Exit 76B. Save at 85 stores including Banana Republic, Calvin Klein, Eddie Bauer, Gap Outlet, Jones New York, Lenox, Nautica, and Polo. Open Jan.-Dec. Hours: Mon.-Sat. 10 am-9 pm; Sun. 10 am-6 pm. 812-526-9764. Premiumoutlets.com/edinburgh

Example of Lodging Grid:

LODGING

	Number of Rooms	Price Range	Bed & Breakfast	Cabins	Hotel/Motel	Resort/Lodge	Handicapped Accessible	Pets Allowed	Continental Breakfast	Full Breakfast	Free Premium Channels	Pay Movies	High-Speed Internet	In-Room Hair Dryers	In-Room Hot Tub Option	Hot Tub in Pool Area	Pool-Indoor	Pool-Outdoor	Bar/Lounge On-Site	Restaurant On-Site	Swimming (Beach/Lake)	Golf Packages	Tennis Courts	Credit Cards	Additional Notes
Aurora Aurora's Opera House Hotel & Suites 323 Second St. 812-584-0083 visitsouthernindiana.com/TG	12	\$90			•		•																	D M V	Twelve one-of-a-kind luxury suites just minutes away from Argosy Casino, Perfect North Slopes (Lawrenceburg), and Hillcrest Victorian House Museum (Aurora).

Example of Campground Grid:

CAMPGROUNDS

	Number of Campsites	Handicapped Accessible	Pets Allowed	Lodging On-Site	RV Sites	Tents	Tables	Grates/Grills	Flush Toilets	Showers (Hot Water)	Water Hookup	Sewer Hookup	Electricity Hookup	High-Speed Internet	Recreation Hall On-Site	Swimming On-Site	Boat Rental On-Site	Boating On-Site	Fishing Lake On-Site	Bait/Tackle On-Site	Grocery On-Site	Laundry On-Site	Additional Notes
Batesville Indian Lakes Resort 7234 Hwy. 46 E. 812-934-5693 thousandtrails.com	700	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Membership campground. Cabins and facilities available for groups, weddings, graduations, reunions, and company outings. Fishing lakes. Mini-golf.

Please contact your regional account executive for more information regarding artwork submission.
June 15, 2007, is the deadline for space reservations and artwork.

2008-2009 Indiana Travel Guide

Best Deal Festival Listing:

Best Deal festival advertisers will appear in the 2008-2009 Indiana Travel Guide and both the 2008 and 2009 editions of the Indiana Festival Guide in a "shaded" box. As a bonus, the festival listing will also appear on VisitIndiana.com throughout 2008-2009. Best Deal festival listings include a 20-word description, festival dates and times, and a Web site address. Updated information can be provided for the 2009 Indiana Travel Guide, and all information can be updated at any time for appearance on VisitIndiana.com.

Best Deal Festival Listing:

PLACEMENT	DISTRIBUTION	CIRCULATION	PRICE PER YEAR
Indiana Travel Guide	2008-2009	750,000	\$330
Indiana Festival Guide	2008-2009	500,000	
VisitIndiana.com	2008-2009		

Example of Best Deal Listing:

7

VEVAY (South Central)

Spring Eggstravaganza

Courthouse lawn, Riverfront Park, theater.
Easter egg hunt, lunch with the Easter Bunny,
kite-flying contest, kid's puppet show, sack
race, contests, games, and more. 10 am-3 pm.
No adm. chg. 800-435-5688; vevayin.com. ☎
2008 Festival Date: 3/22